

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Hyderabad Airport by M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad - Sanction of Rs.44,00,000/- (Rupees Forty Four Lakhs only) including taxes per month – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 714

Dated:12-09-2013
Read the following:

1. From M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt:02-05-2013.
2. Govt.Lr.No.2504/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.17th July, 2013.
3. Bill.No.APAP/APT001/13-14, from M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt.23-07-2013.

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ORDER:

In the letter 1st read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted a proposal for taking up advertising campaign in the following media for Andhra Pradesh Tourism branding:

1. Aerobridges Wrapping at Rajiv Gandhi International Airport (Domestic Terminal)
2. Seatback Branding in Spicejet & Jet Airways Flights
3. Time & Temperature Hoarding at Pune Airport

2. Accordingly, Government have issued orders in reference 2nd read above, for taking up selective a at Rajiv Gandhi International Airport for a period of one month at the rate of Rs.44,00,000/- per month (Rupees Forty Four Lakhs only) including taxes. The media of promotion are:

Sl.No	Media Type	Location	Negotiated Price inclusive of printing & mounting charges (Rs)
1	Interior Glass and Roof Branding on both sides	Aero Bridge 2 No.s	Rs. 13,50,000-00
2	Internal Head on Sites & Wall claddings	Aero Bridge 2 No.s	Rs. 12,50,000-000
3	Seat Back Branding in Spice Jet & Jet Airways Flight	10 flights (5 each)	Rs. 18,00,000-00
TOTAL AMOUNT NOT EXCEEDING RS. 44,00,000-00 INCLUDING TAXES PER MONTH			

3. In the reference 3rd read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted bill along with hardcopies of the post installation photographs of the above media and CD towards the installation reports which started on 10th August 2013 and the activity is on now for one month for A.P Tourism to be placed at Hyderabad Airport from 10th August 2013 to 09th September 2013 and requested for release of amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) including taxes and requested the Government to release payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) to M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad for AP Tourism Promotional towards Unique Branding of advertisements of AP Tourism at Rajiv Gandhi International Airport and In-flight Campaign in Spicejet and Jet Airways for one month.

(P.T.O)

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5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Account Name	: M/s. Atin Promotions & Advertising Pvt, Ltd., Hyderabad
Account No	:1181256005662
Name of the Bank	:CANARA BANK
RTGS	:500015007
IFSC Code	:CNRBINBBHFD

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER